

HW Snacks in Saudi Arabia

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Abstracts

The offer of and demand for healthier snacks continued to grow significantly during 2022, in line with rising health consciousness amongst consumers. The COVID-19 pandemic raised consumers' awareness of the importance of healthy lifestyles, including healthy eating. As a result, higher awareness of healthier options such as organic, low sugar, no sugar, no fat, and low calorie snacks, has been increasing demand. Meanwhile, Saudi Arabia is a leading country worldwide in terms of the prevalence of...

Euromonitor International's HW Snacks in Saudi Arabia report tracks the developments of health-associated product types and the healthy-option positioning of competing brands across different food sectors. It provides the latest retail sales data 2018-2022, allowing you to compare health and wellness categories with each other or in the context of the total market for a sector. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market- be they new product developments, legislative context or lifestyle influences. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: HW Confectionery, HW Ice Cream, HW Savoury Snacks, HW Snacks by Type, HW Sweet Biscuits, Snack Bars and Fruit Snacks.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the HW Snacks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sales of healthier snacks grow in Saudi Arabia, given health problems and clearer nutritional labels

Despite seeing a decline, natural holds first place within health and wellness snacks in 2022, due to the focus on health through diet

Demand for a strong metabolism and heart health drive interest in good source of omega 3s snacks

PROSPECTS AND OPPORTUNITIES

Sales of health and wellness variants of snacks will continue to grow due to higher awareness and government policy

Concerns about health, animal welfare, and the environment set to drive vegan to see the strongest performance in health and wellness snacks

Rising awareness of the link between diet and health means energy boosting will be one to watch

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HEALTH AND WELLNESS IN SAUDI ARABIA

EXECUTIVE SUMMARY

Overview

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